



“The DONNA Foundation partners with organizations nationwide. Your company’s support can ultimately move families from a place of fear to one of love by providing assistance and support when it is needed most.”

**Amy Mergen | Senior Vice President, FIS
DONNA Board Chair, Survivor**



GO THE EXTRA MILE DONNA PARTNERSHIP OPPORTUNITIES

It is no coincidence that some of the most sought-after and well-respected companies have an enormous heart for social responsibility and values. The DONNA Foundation offers numerous ways for these organizations to make a lasting impact for so many, while strengthening company culture.

DONNA Signature Event Sponsorships

- *Event Sponsorship and Vendor Opportunities*
- *National Visibility*

Philanthropic Partnerships & Social Responsibility

- *One-time or Multi-year Contributions*
- *Matching Gift Programs and Giving Challenges*

Employee Engagement & Team Building

- *Online Peer-to-Peer and Team Fundraising*
- *Volunteer Opportunities*
- *Company Funded Race Registration*
- *Supports Wellness Initiatives:*
 - *Desk to DONNA 5K*
 - *Galloway Training Programs*

NUMBERS THAT COUNT

1 IN 8 *Women will develop breast cancer*

More than **15,500** *families served*

76% *increase in demand for assistance throughout the pandemic*

THE BOTTOM LINE: YOUR BRAND AT WORK

- *An economic impact of \$3.5 - \$5M annually*
- *12,500 participants across all events annually*
- *A national audience, 60% in region, 40% out of state*
- *A diverse demographic, 70% female 30% male*
- *Extensive media coverage and touchpoints:*
 - *Social Media 35K+ | Email 44K+*
 - *Organic Social Media: 1.73M*
 - *Paid Media: 1.25M IMP | \$250,000 value*
 - *Coverage Views: 989K*
 - *Broadcast Media: 3.46M*



**“I love The DONNA Foundation
beCAUSE they heard my voice
when others did not.”**

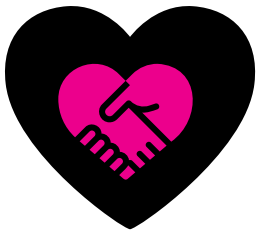
**Glorita Selga | CareLine Recipient
The DONNA Foundation**



HOW WE HELP PATIENTS

OVER 15,500 FAMILIES

living with breast cancer have been served by The DONNA Foundation. Our mission is to provide financial assistance and support to those living with breast cancer and fund ground breaking breast cancer research.



The DONNA CareLine

The DONNA CareLine provides specific case management services to breast cancer patients, caregivers and/or their providers. Our skilled staff helps patients navigate through a wide scope of challenges ranging from access to care or no care, insurance denials, transportation expenses, treatment fees and the cost of living debt incurred. We serve nearly 1,500 families each year, securing about \$500k in debt relief and financial services.



Funding for Research

The DONNA Foundation funds novel research initiatives with the goal to more effectively diagnose, treat and ultimately finish breast cancer for all patients. More than \$3M has been granted in support of translational genomics and immune studies.



Survivorship, Education & Awareness

Although the word survivorship can mean different things to different people, survivorship for most begins at diagnosis and continues for a lifetime as a family learns to live with and beyond breast cancer. We empowers survivors and their families with specifically designed programming, events and information including the celebration of thousands of athletes across our finish lines each year.



FEARLESS SERIES 2021-22 SPONSORSHIP OPPORTUNITIES

DONNA Marathon Weekend and all of the events of the DONNA Fearless Series will return with live, in-person events and we cannot wait to enjoy them "Together". Go Fearless with us by activating across all three signature events. Priority given to sponsors who partner by Sept. 1



THE PLAYERS DONNA 5K

OCTOBER 2, 2021 | TPC SAWGRASS

The 15th Running of THE PLAYERS DONNA 5K will be the highlight of breast cancer awareness month Saturday, October 2, 2021. This family friendly event welcomes runners and walkers of all levels to experience a unique 5K race on the back 9 of the PLAYERS Stadium Course at TPC Sawgrass. Sponsor packages start at \$1,500 and naming opportunities start at \$5,000.



DONNA MARATHON WEEKEND

FEBRUARY 4-6, 2022 | JACKSONVILLE AND THE BEACHES

The 15th Anniversary of DONNA Marathon Weekend will return with live, in-person events including the National Marathon to Finish Breast Cancer, Half Marathon, 5K, NEW 15K Relay and Challenge Events. We cannot wait to enjoy them. Together. Sponsor packages start at \$5,000 and naming opportunities start at \$10,000.



DONNA MOTHER'S DAY 5K

MAY 7, 2022 | FRIDAY MUSICALE

DONNA Mother's Day Your Way, returns in 2022 with a new in-person 5K race through the charming tree-lined streets of historic Riverside. Sponsor packages start at \$1,000 and naming opportunities start at \$5,000.



FEARLESS SPONSOR BENEFITS

- Year-long local, regional and national marketing activation
- Head start on brand exposure and corporate engagement
- Race entry packages
- Multi-year opportunities available
- Naming opportunities:
 - Fearless Series
 - Fundraising "Together" Campaign
 - Volunteer Program
 - Start/Finish Line
 - Athlete's Guide
 - Patient Education

YOUR BRAND AT WORK

- An economic impact of \$3.5 - \$5M annually
- 12,500 participants across all events annually
- A national audience, 60% in region, 40% out of state
- Extensive media coverage and touch points:
 - Social Media 35K+ | Email 44K+
 - Organic Social Media: 1.73M
 - Paid Media: 1.25M IMP | \$250,000 value
 - Coverage Views: 989K, Broadcast Media: 3.46M

To discuss partnership opportunities contact Chaz Runfola at partner@thedonnafoundation.org